

HOLCIM CEMENTS THEIR FUTURE *in the Philippines*

Holcim is one of the worlds leading cement companies. It was founded in Switzerland in 1912 and is now active in more than 70 countries employing some 57,000 people worldwide. Its core business revolves around cement, aggregates (gravel and sand), concrete and construction related services.

Holcim Philippines was formed when Alsons Cement Corporation and Union Cement Corporation came together with Holcim. These existing cement corporations had a history in the Philippines for over 40 years. This experience now offers Holcim Philippines a unique homegrown identity and heritage of strength, resilience and consistency.

Albert Smith Group Philippines was actively involved with the full brand change over. It involved design, site survey, manufacture, supply and install of various products. For 4 cement plants (La Union, Bulacan, Lugaít , Davao) and various sales offices around the Philippines. The major challenge faced by our team was mainly logistics (and the broad range of product involved).

We also built a range of knock down re-useable display booths that are being used at the various trade shows that Holcim participate in.

Our team thoroughly enjoyed the challenge of this re branding exercise and look forward to further opportunities with Holcim.

Peter Treloar – Albert Smith Philippines

